

**INFORMATION DISCLOSURE CITATION**  
(Use several sheets if necessary)

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|---|---------|-----------------|---------|---|-------|-----------|----------------------------|
| Atty. Docket No. 06777.0001-00000   |         |                 |         | Serial No. 09/251,480                                     |       |           |                            |
| Applicant Kamran Amjadi   |         |                 |         |   |       |           |                            |
| Filing Date February 17, 1999   |         |                 |         | Group <del>2758</del> 2151                                |       |           |                            |
| <b>U.S. PATENT DOCUMENTS</b>  |         |                 |         |   |       |           |                            |
| Examiner Initial*   |         | Document Number | Date    | Name  | Class | Sub Class | Filing Date If Appropriate |
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| <b>FOREIGN PATENT DOCUMENTS</b>   |         |                 |         |   |       |           |                            |
|   |         | Document Number | Date    | Country   | Class | Sub Class | Translation Yes or No      |
| UD  |         | WO 97/05555     | 2/13/97 | WIPO  |       |           |                            |
| UD  |         | WO 97/23838     | 7/3/97  | WIPO  |       |           |                            |
| UD  |         | WO 97/30410     | 8/21/97 | WIPO  |       |           |                            |
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| <b>OTHER DOCUMENTS (Including Author, Title, Date, Pertinent Pages, Etc.)</b>   |         |                 |         |   |       |           |                            |
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| Examiner  | K. Dins |                 |         | Date Considered 4/12/05                                   |       |           |                            |
| *Examiner: Initial if reference considered, whether or not citation is in conformance with MPEP 609; draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant. |         |                 |         |   |       |           |                            |
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|---|---|
| EXAMINER<br><div style="font-size: 1.5em; margin-top: 10px;">K. DINH</div>  | DATE CONSIDERED<br><div style="font-size: 1.5em; margin-top: 10px;">4/12/05</div> |
| EXAMINER: Initial if citation considered, whether or not citation is in conformance with MPEP Section 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to Applicant. |   |

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| Atty. Docket No. 06777.0001-00000   |  |                 |      | Serial No. 09/251,480                                     |       |           |                            |
| Applicant Kamran Amjadi   |  |                 |      |   |       |           |                            |
| Filing Date February 17, 1999   |  |                 |      | Group <del>2750</del> 2157                                |       |           |                            |
| <b>U.S. PATENT DOCUMENTS</b>  |  |                 |      |   |       |           |                            |
| Examiner Initial*   |  | Document Number | Date | Name  | Class | Sub Class | Filing Date If Appropriate |
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| <b>FOREIGN PATENT DOCUMENTS</b>   |  |                 |      |   |       |           |                            |
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| <b>OTHER DOCUMENTS (Including Author, Title, Date, Pertinent Pages, Etc.)</b> |  |                 |      |   |       |           |                            |
| WO  | "Coupons Online," Electronic Marketing, Ltd., 1994.  |                 |      |   |       |           |                            |
|   | <del>"Interactive Online Targeted Coupon Delivery," Coupons Online,</del> NO DATE  |                 |      |   |       |           |                            |
|   | <del>"The Power of Targeted Marketing at Mass Media Rates," Coupons Online,</del> NO DATE  |                 |      |   |       |           |                            |
| Examiner  | K. Dm3   |                 |      | Date Considered 4/12/05                                   |       |           |                            |
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OMB No. 0651-0011

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|                  |                   |            |            |
|------------------|-------------------|------------|------------|
| Atty. Docket No. | 06777.0001-00000  | Serial No. | 09/251,480 |
| Applicant        | Kamran Amjadi     |            |            |
| Filing Date      | February 17, 1999 | Group      | 2756-2151  |

| U.S. PATENT DOCUMENTS |                 |      |      |       |           |                            |
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| OTHER DOCUMENTS (Including Author, Title, Date, Pertinent Pages, Etc.) |   |
|--|---|
|  | "Household Targeted Fraud-Resistant Coupon Delivery via Online Services and the Internet," Coupons-Online. <b>NO DATE</b> |
|  | "Lever First Major Player Into On-line Couponing," Brandweek, September 4, 1995.  |
|  | "Coupons Go Digital," Incentive, September 1995.  |
|  | Date Considered <b>4/12/05</b>  |

Examiner *Kamh*

\*Examiner: Initial if reference considered, whether or not citation is in conformance with MPEP 609; draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

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| Atty. Docket No. 06777.0001-00000   |   |                 |      | Serial No. 09/251,480                                     |       |           |                            |
| Applicant Kamran Amjadi   |   |                 |      |   |       |           |                            |
| Filing Date February 17, 1999   |   |                 |      | Group 2755 2151   |       |           |                            |
| <b>U.S. PATENT DOCUMENTS</b>  |   |                 |      |   |       |           |                            |
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| <b>OTHER DOCUMENTS (Including Author, Title, Date, Pertinent Pages, Etc.)</b>   |   |                 |      |   |       |           |                            |
| UN  | "Coupons," U.S. News & World Report, September 18, 1995; The New York Times, September 11, 1995.  |                 |      |   |       |           |                            |
| UN  | "Muzak® Joins with Coupons Online for Interactive Marketing Program," Press Release, September 5, 1995.   |                 |      |   |       |           |                            |
| UN  | "Coupon Management Program Secure Encryption Techniques," Coupons Online, with advertisement from The New York Times Business Section, June 21, 1995. |                 |      |   |       |           |                            |
| Examiner K. Amjadi  |   |                 |      | Date Considered 4/12/05                                   |       |           |                            |
| *Examiner: Initial if reference considered, whether or not citation is in conformance with MPEP 609; draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant. |   |                 |      |   |       |           |                            |
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| Atty. Docket No. 06777.001-00000  |  |  |      | Serial No. 09/251,480                                     |       |           |                            |
| Applicant Kamran Amjadi   |  |  |      |   |       |           |                            |
| Filing Date February 17, 1999   |  |  |      | Group <del>2756</del> 2151                                |       |           |                            |
| <b>U.S. PATENT DOCUMENTS</b>  |  |  |      |   |       |           |                            |
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| <b>OTHER DOCUMENTS (Including Author, Title, Date, Pertinent Pages, Etc.)</b>   |  |  |      |   |       |           |                            |
|   |  | "Delivery of a Fraud Proof Coupon Online," Coupons Online. NO DATE |      |   |       |           |                            |
| 100   |  | "Cents-off Online," Food & Beverage Marketing, September 1995.     |      |   |       |           |                            |
| 100   |  | "Savings in Cyberspace," Marketing Tools, October 1995.            |      |   |       |           |                            |
| Examiner K-Dmb  |  |  |      | Date Considered 4/12/05                                   |       |           |                            |
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| Applicant Kamran Amjadi   |  |  |      |   |       |           |                            |
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|   |  | "Program Information," Coupons Online. NO DATE   |      |   |       |           |                            |
| UD  |  | "Investigation and Prosecution of Manufacturers' Cents-Off Coupon Frauds," Coupon Fraud Prevention Task Force, 1992. |      |   |       |           |                            |
|   |  |  |      |   |       |           |                            |
| Examiner K. Dinh  |  |  |      | Date Considered 4/12/05                                   |       |           |                            |
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OMB No. 0651-0011

| Atty.<br>Docket No.   |     | 06777.0001-00000   |          | Serial No.     |           | 09/251,480   |                               |
|-----------------------|-----|--------------------|----------|----------------|-----------|--------------|-------------------------------|
| Applicant             |     | Kamran Amjadi      |          |                |           |              |                               |
| Filing Date           |     | February 17, 1999  |          | Group          |           | 2766 2151    |                               |
| U.S. PATENT DOCUMENTS |     |                    |          |                |           |              |                               |
| Examiner<br>Initial*  | Tab | Document<br>Number | Date     | Name           | Clas<br>s | Sub<br>Class | Filing Date<br>If Appropriate |
| W                     | 1   | 3,688,276          | 8/29/72  | Quinn          | —         | —            |                               |
|                       | 2   | 3,573,747          | 4/6/71   | Adams et al.   |           |              |                               |
|                       | 3   | 4,186,438          | 1/29/80  | Benson et al.  |           |              |                               |
|                       | 4   | 4,346,442          | 8/24/82  | Musmanno       |           |              |                               |
|                       | 5   | 4,376,978          | 3/15/83  | Musmanno       |           |              |                               |
|                       | 6   | 4,449,186          | 5/15/84  | Kelly et al.   |           |              |                               |
|                       | 7   | 4,674,044          | 6/16/87  | Kalmus et al.  |           |              |                               |
|                       | 8   | 4,677,552          | 6/30/87  | Sibley, Jr.    |           |              |                               |
|                       | 9   | 4,694,397          | 9/15/87  | Grant et al.   |           |              |                               |
|                       | 10  | 4,734,858          | 3/29/88  | Schlafly       |           |              |                               |
|                       | 11  | 4,689,478          | 8/25/87  | Hale et al.    |           |              |                               |
|                       | 12  | 3,719,927          | 3/6/73   | Michels et al. |           |              |                               |
|                       | 13  | 4,755,940          | 7/5/88   | Bracht et al.  |           |              |                               |
|                       | 14  | 4,630,201          | 12/16/86 | White          |           |              |                               |
|                       | 15  | 4,774,662          | 9/27/88  | Ito et al.     |           |              |                               |
|                       | 16  | 4,675,815          | 6/23/87  | Kuroki et al.  |           |              |                               |
|                       | 17  | 4,321,672          | 3/23/82  | Braun et al.   |           |              |                               |
|                       | 18  | 5,774,868          | 6/30/98  | Cragun et al.  |           |              |                               |
|                       | 19  | 5,227,874          | 7/13/93  | Von Kohorn     |           |              |                               |
|                       | 20  | 5,754,938          | 5/19/98  | Herz et al.    |           |              |                               |
|                       | 21  | 5,758,257          | 5/26/98  | Herz et al.    |           |              |                               |
|                       | 22  | 4,752,675          | 6/21/88  | Zetmeir        |           |              |                               |
|                       | 23  | 5,612,868          | 3/18/97  | Off et al.     |           |              |                               |
| ✓                     | 24  | 5,283,734          | 2/1/94   | Von Kohorn     | —         | —            |                               |
| W                     | 25  | 5,057,915          | 10/15/91 | Von Kohorn     | —         | —            |                               |



|     |    |           |          |                      |   |   |  |
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| 100 | 26 | 5,713,795 | 2/3/98   | Kohorn               | T | T |  |
|     | 27 | 5,697,844 | 12/16/97 | Von Kohorn           |   |   |  |
|     | 28 | 5,368,129 | 11/29/94 | Von Kohorn           |   |   |  |
|     | 29 | 5,034,807 | 7/23/91  | Von Kohorn           |   |   |  |
|     | 30 | 4,926,255 | 5/15/90  | Von Kohorn           |   |   |  |
|     | 31 | 4,745,468 | 5/17/88  | Von Kohorn           |   |   |  |
|     | 32 | 4,876,592 | 10/24/89 | Von Kohorn           |   |   |  |
|     | 33 | 5,249,044 | 9/28/93  | Von Kohorn           |   |   |  |
|     | 34 | 5,128,752 | 7/7/92   | Von Kohorn           |   |   |  |
|     | 35 | 5,791,991 | 8/11/98  | Small                |   |   |  |
|     | 36 | 5,353,218 | 10/4/94  | De Lapa et al.       |   |   |  |
|     | 37 | 5,502,636 | 3/26/96  | Clarke               |   |   |  |
|     | 38 | 5,245,533 | 9/14/93  | Marshall             |   |   |  |
|     | 39 | 5,515,098 | 5/7/96   | Carles               |   |   |  |
|     | 40 | 5,380,991 | 1/10/95  | Valencia et al.      |   |   |  |
|     | 41 | 5,420,606 | 5/30/95  | Begum et al.         |   |   |  |
|     | 42 | 5,305,197 | 4/19/94  | Axler et al.         |   |   |  |
|     | 43 | 5,305,195 | 4/19/94  | Murphy               |   |   |  |
|     | 44 | 5,185,695 | 2/9/93   | Pruchnicki           |   |   |  |
|     | 45 | 5,287,268 | 2/15/94  | McCarthy             |   |   |  |
|     | 46 | 5,117,355 | 5/26/92  | McCarthy             |   |   |  |
|     | 47 | 5,202,826 | 4/13/93  | McCarthy             |   |   |  |
|     | 48 | 4,791,281 | 12/13/88 | Johnsen et al.       |   |   |  |
|     | 49 | 4,882,675 | 11/21/89 | Nichtberger et al.   |   |   |  |
|     | 50 | RE 34,915 | 4/25/95  | Nichtberger et al.   |   |   |  |
|     | 51 | 5,193,056 | 3/9/93   | Boes                 |   |   |  |
|     | 52 | 5,557,518 | 9/17/96  | Rosen                |   |   |  |
|     | 53 | 4,872,113 | 10/3/89  | Dinerstein           |   |   |  |
|     | 54 | 5,710,887 | 1/20/98  | Chelliah et al.      |   |   |  |
|     | 55 | 5,710,886 | 1/20/98  | Christensen et al.   |   |   |  |
|     | 56 | 5,724,521 | 3/3/98   | Dedrick              |   |   |  |
|     | 57 | 5,642,484 | 6/24/97  | Harrison, III et al. |   |   |  |
| 100 | 58 | 5,459,306 | 10/17/95 | Stein et al.         | ↓ | ↓ |  |

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| WD  | 59 | 5,287,181   | 2/15/94     | Holman         | —            | —                |                              |
| WD  | 60 | 5,644,723   | 7/1/97      | Deaton, et al. | —            | —                |                              |
| WD  | 61 | 4,949,256   | 8/14/90     | Humble         | —            | —                |                              |
| WD  | 62 | 5,557,721   | 9/17/96     | Fite et al.    | —            | —                |                              |
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|   |    | <b>Document Number</b>  | <b>Date</b> | <b>Country</b> | <b>Class</b> | <b>Sub Class</b> | <b>Translation Yes or No</b> |
| WD  | 63 | 60-3783   | 1/10/85     | Japan          |              |                  | Yes                          |
| WD  | 64 | WO 97/23838   | 7/3/97      | PCT            |              |                  |                              |
| WD  | 65 | 1 489 572   | 10/19/77    | UK             |              |                  |                              |
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| WD  | 66 | "Viewdata and the Information Society," Prentice-Hall, Inc., Englewood Cliffs, N.J., Chapters 1, 5, 8, 9, 21.   |             |                |              |                  |                              |
|   | 67 | Berry, L.M., "Electronic Marketing: No Walls In This Mail," Direct Marketing, Vol. 49, Issue 2, June 1986, pp. 40-44, 71.   |             |                |              |                  |                              |
|   | 68 | "Consumers Plugging Into New Electronic Mail," Advertising Age, March 4, 1985.  |             |                |              |                  |                              |
|   | 69 | "Electronic In-Home Shopping: 'Our Stores Are Always Open,'" Chain Store Age Executive, March 1985, pp. 111-116.  |             |                |              |                  |                              |
|   | 70 | Russell, John F., "Why Not Walk to Your Distributor's," Purchasing, March 14, 1985, pp. 68A30-68A37.  |             |                |              |                  |                              |
|   | 71 | "Rebirth of a Salesman: Willy Loman Goes Electronic," Business Week, February 27, 1984, pp. 103-104.  |             |                |              |                  |                              |
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